

October 16, 2008

TO: Glenn Robison
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Property Owners Alliance

SUBJECT: Third Quarter
July 1, 2008 through September 30, 2008

As is required in our Agreement with the City of Los Angeles, I am submitting our Third Quarter Report to summarize key activities of the Hollywood Entertainment District. In addition, attached to this memo is the quarterly financial report.

I. Operational Issues

- At the July 17, 2008 Board meeting, the board voted to increase the size of the board from 15 directors to 17. The purpose of the expansion was to accommodate the increased size of the BID in the new year. Packets were mailed to all property owners (in both the existing and the expansion area) and applications were due by July 31, 2008.
- The Nominating Committee met on August 11 and developed a slate of seven directors for consideration. The seven nominees are:
 - a. Jeff Cohen, Gatehouse Capital
 - b. Jan Martin, American Music and Dramatic Academy
 - c. Shawn Ingram, My Friend's Place
 - d. Don Jacinto, Roosevelt Hotel
 - e. Greg Angelo, Metro
 - f. Monica Yamada, CIM (returning member)
 - g. Nathan Korman, Center Enterprises (returning member)
- Notices were sent to all property owners in late August and the slate was not contested. The slate of new directors will be elected at the November, 2008 board meeting.

II Security

- Issues tackled by the committee this quarter included noise at the NE corner of Hollywood and Vine; valet parking congestion and traffic obstruction on Ivar, south of Hollywood Boulevard; human waste on Ivar, perhaps from nightclub patrons; homeless encampments on Ivar.

- Two change orders to the Andrews International Security contract were approved by the board at their July 17, 2008 meeting. First, The board approved \$2,500 in funds to share, in a proportionate basis with the Sunset & Vine BID, the establishment of a bike patrol program in the BID. Second, the board reduced the number of hours required for firearms training from one time per month to bi-monthly.
- Meetings continued with the coalition organized after the Business Roundtable event earlier in the year. The new name for the coalition is Hollywood 4WRD, for Hollywood "Four Walls, a Roof and a Door." Over this time, two meetings were held with officials from the Department of Mental Health to determine how to better assist the mentally ill homeless in the neighborhood.

III Streetscape Issues

- Representatives of the HED, along with the Sunset & Vine BID, took a field trip to Culver City on June 27 to look at the various streetscape elements (e.g., trees, furniture, downtown amenities) in order to bring back ideas for Hollywood.
- On July 16, 2008, a meeting was held with property owners adjacent to the alley which runs behind the Musician's Institute. The intent was to see if there was interest in working cooperatively to establish a "demonstration alley" which would allow staff to help shepherd various improvements and cooperative ventures in the future. At this point, there is not unanimous support for this, so another alley will be sought.
- A meeting, organized by HPOA staff, was held with members of both BIDs, the council office, Cal Trans, neighborhood councils and a representative from Assemblymember Kevin DeLeon's office to advocate for a clean-up of Highway 101 off and on ramps, by Cal Trans.
- On August 13, 2008, at the AMPAS Pickford Center, property owners were invited to view the William Whyte documentary, "The Social Life of Small Urban Spaces." A presentation by Emily Gabel-Luddy and Simon Pastucha, from the LA City Planning Department, on the new "walkability checklist" followed.
- The Canary Island Date Palm, damaged by illegal tree trimming, at the NW corner of Hollywood and Highland, was replaced on August 5, 2008. The cost of replacement was paid entirely by CBS Outdoor, who was responsible for the trimming.
- Staff completed an inventory of all streetscape, furniture and lighting elements installed by the CRA during the early 1990s which depicts, in narrative and through photos, various states of disrepair. An attempt will be made to secure CRA assistance in repairing or removing these elements.
- All the trees along the Walk of Fame were trimmed during the month of July.
- The Streetscape Committee identified approximate 41 locations, along side and back-streets of the BID, deserving of trees. Plans will be underway to shepherd this project, after the maintenance contract is bid out in the fourth quarter of this year.

IV Marketing Issues

- Work continues on the traffic and parking related website, www.navigatehollywood.com, which is funded by a cooperative venture of Hollywood developers and other businesses. A logo was selected and content is being developed for an anticipated late summer launch.
- The annual Visitor's Guide and Map was completed in July and distributed, through Certified Folder and WHERE magazine.
- A marketing brainstorming meeting was held in August with stakeholders to seek input on themes and activities to pursue in the new year. These will be forwarded to a new Marketing Committee that will be created after the new board is seated in November of this year.
- The board voted to contribute \$2,500 to assist in the marketing efforts for the Freewaves "HollyWould" art festival scheduled for October 10 - 13.

V. BID RENEWAL

- On September 3, 2008, the Los Angeles City Council unanimously voted in favor of the renewal of the HED for a 10-year period. The ballot tabulation resulted in a 91 percent affirmative vote.

VI. OTHER

- The board approved a position in conceptual support of the Hollywood Freeway cap park at their July meeting.
- Kerry Morrison participated in a press conference on July 31 heralding the six month demonstration project to allow passengers in Downtown LA and Hollywood to "hail a taxi."
- Sarah MacPherson and Kerry Morrison participated in several panel discussions associated with two conferences that came to Hollywood during the month of September. On Monday, September 22, Morrison participated in one panel on the topic of BIDs' contributions to economic development, and a second that focused upon transportation issues in an urban district at the CA Chapter of the American Planning Association (CCPA). On September 23, MacPherson and Morrison teamed up to speak to the CORE Real Estate conference on "Twenty Lessons from Hollywood." At the Planning Conference, they also teamed on "Guerilla Planning: Using Unconventional Means to Accomplish Change."
- MacPherson attended the International Downtown Association conference in Vancouver in September.

Hollywood Property Owners Alliance

Annual Limits & Year-To-Date Totals Quarter Ending September 30, 2008

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE	AMOUNT THIS QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Income	2,433,535	2,444,335				
City Fees	25,200		-	25,362	-	
Contingency	36,000		14,097	15,002	20,998	
Administration	155,904		34,162	115,553	40,351	
Security	1,260,000		262,663	795,323	464,677	Quarterly report is on the cash basis. Additional expenses will be accrued at year end.
Maintenance	704,950		179,219	433,981	270,969	Quarterly report is on the cash basis. Additional expenses will be accrued at year end.
Personnel	304,296		77,862	233,650	70,646	
ED&C/Marketing	96,000		10,339	53,859	42,141	
TOTAL	2,582,350	2,444,335	578,343	1,672,730	909,782	

Other income (not included above):

DWP Grant	331.97
Assessment penalties income	12,948.47
Interest-LA city	12,187.34
Interest-other	
Total other income as of September 30, 2008	25,467.78

